

Serra High School Foundation, Inc. General Board Meeting Minutes

September 3, 2008

Serra Foundation Mission Statement

Improve the future quality of life in our community through enhancing academic and athletic programs at Serra High School

Serra Foundation Website: www.serrafoundation.org

Present: Pat Brennan, Maria D'Amato, Cara Furio, Kim Gotfredson, Paul Gotfredson, Suanne Grayson, Janet Green, Mike Jimenez (Principal), Allison Kahn, Carole LaBuda, Greg LaBuda, Bo Lee, Barbara Lefkarites, Darla Lopez, Dionne Lozano, Julie Matthews, Diane Miller, Don Nacrelli, Lori Olsen, Jonn Pisapia (Athletic Director), Kathy Southwood, Jeff Thomas (Site Operations Specialist), Ginger Tyson, Rob Wright.

Call to order: President Rob Wright called the meeting to order at 6:32 p.m.

Presentation of minutes: Minutes were not presented.

I. Introductions

- a. Rob Wright began the meeting and introduced himself as President. He has had 2 previous stints as President and most recently served on the Grant Committee in 2007-2008. Rob reviewed his agenda for the meeting.

II. Old Business

- a. Tabled until the end of the meeting.

III. New Business

a. Membership Party:

- Darla Lopez is organizing our membership party for the evening of Sat. Oct.18 from 6:30-8:30 p.m. at the Tyson home. This is our biggest membership event and our 20th anniversary year. Each board member should target contacts in the neighborhood that were active at de Portola, Farb and in the community to invite to the membership party. Rob met community members at the Taste of Tierrasanta that would be interested in joining the Foundation. Darla needs a list of names for invitations no later than 9/26. RSVPs are requested on the invitation because it is being catered. A block invitation for teachers and staff was recommended.

b. Membership Report:

- Cara Furio reported a rough tally of \$9,350.00 in memberships thus far, which includes one \$500.00 matching corporate membership, six \$250.00 and sixty-one \$100.00 memberships. Faculty and staff "invitation to join" letters are going out this week. Letters to alumni will also go out by Friday. Rapid turnaround for \$100.00 members is important so that their football entry cards will be available for most of the home games. Cara will man a table at Friday football games to give out cards to members. Cards will not be laminated this year.
- Cara would like to negotiate with business partners on a flexible basis. Corporate partners seem willing to donate but some smaller businesses may not have \$500.00 for the corporate level. Rob suggested that Cara investigate what kind of publicity they want or what type of 'in kind' donation they could make and establish an equitable practice. Corporate sponsors should be acknowledged in the *Tierra Times (TT)*. Kim G. writes the Foundation's *TT* articles where acknowledgments would appear.

c. Snack Bar:

- Don Nacrelli, Snack Bar Volunteer Coordinator, needs help with a shopper. Lori Olsen has offered to help procure supplies. In a recent inventory, Don noted that many kitchen items such as cook tops, hot plates and utensils, are missing from both snack bars. He will replace them from Smart & Final, buy food, reimburse his expenses from the sales and keep receipts for the purchases. He needs a list of parent volunteers from the parent volunteer forms kept by Stacy Brennan and also a list of Foundation members from Cara to contact volunteers to staff the snack bars.

d. Auction:

- Ginger Tyson and Bo Lee are exploring sites for the spring Auction. Suggested locations include Admiral Baker (declined, don't do fundraisers), Town & Country hotel (has an opening March 7), Marriott at Liberty Station (has an opening on March 14), the Museum of Nat'l History, the Aerospace Museum, the Hall of Champions, and the Bahia Hotel. Rob asked Ginger if she would create list of sites for the next meeting and rank them by cost, size, dates open, parking, etc.

e. Website:

- Barb Lefkarites, webmaster, reported that she would like to get photos and articles to update the website. Please review the website 'Contact Us' page. Barb will update the email addresses for the President, Grant Committee Chair, Membership Chair, etc. if a different email address than the one listed is better as your contact email.
- Barb would like to advertise logo wear and publish where the items will be sold. Items will be sold at the Fall Open House on Sept. 24.

f. Non-profit mailing status:

- Janet Green has filed for nonprofit mailing status for the Foundation. Janet will write up a guideline for using nonprofit mail when we get our authorization number.

g. Legacy Wall/Brick project:

- Lori Olsen reported on the Legacy Wall project and shared a sample of the brick size and color. Bricks will be light-colored sandstone surrounding a centerpiece of bricks that are a shade darker and spell out Serra High with a Conquistador logo in profile. The centerpiece will cost \$400.00. Doreen Owens, Serra parent and ASID member, is working on a scale model of the centerpiece to visualize the finished product. The legacy walls will go up on the north entry wall of the gym building, the east entry wall of the media center and a wall in the administration building. Each brick will sell for \$100.00, with a \$20.00 cost to us for a profit of \$80.00. Lori can order 100 bricks at a time. Memorial tiles for alumni who lost their lives in Iraq will be sponsored by the Foundation. The project and a flyer/order form will be kicked off at the membership party which is the 20th anniversary of the Foundation. Lori is the point person for the Legacy Wall project.

h. Renovation of administration building – external entryway

- Rob displayed photographs of the entryway and signage on the administration building at San Pasqual High School in Escondido. Along with a simple, elegant, easily read sign, the campus was adorned with banners depicting "Spirit of Pride" and other slogans. Rob would like board members to consider paying an architect ~\$3,500.00 to draw up a plan for the renovation of the entryway. Once we have a photo, we can sell the idea to supporters. Our current administration signage is woefully nonexistent.

- Another beautification project is the removal of gum on sidewalks. Last year a bid was received from a power washing firm for \$5,000.00 to remove the gum stains. This would be a worthwhile, easily achievable goal to improve the campus dramatically.
- For capital projects such as administration building improvement, a cohesive plan is needed and an architect's drawing would be the starting point for that plan.
- Jeff Thomas suggested that board members review the bond measure Proposition 'S', available on the Serra High website under Announcements, as it may contain language that covers some of the capital projects being discussed.

i. Other Matters:

- Jonn Pisapia, Athletic Director, thanked Foundation members who volunteered during orientation and helped keep the lines moving.
- Suanne Grayson, Alumni Liaison, commented that alumni would be very interested in joining the Foundation, buying bricks for the legacy walls or contributing for a banner representing their graduating class. She would need to know when reunions occur and how to contact the reunion organizers. Advice is sought on how to contact reunion committees.
- Joe Schmidt, ASB advisor, is looking for alumni to help with the alumni float for the Homecoming parade.
- Principal Mike Jimenez reported that the security light replacements that were funded in the beginning of 07-08 for \$4,400.00 cost an additional \$4,200.00. The additional funds were approved by a motion in the June 4 meeting. Mike will submit a bill to be reimbursed for the additional funds.
- Paul Gotfredson, Grant Committee Chair, will present grant applications at the October 1 meeting. In the past, grants were divided seasonally into fall, winter and spring with funds of \$8-10,000.00 used for each period.
- A financial report will be on the agenda for the next meeting.

Meeting adjourned at 7:40 p.m.

Items for follow up

- ✓ Board members should target contacts for Foundation membership and for invitations to membership party and forward names to Darla Lopez for invitations by 9/26.
- ✓ Darla Lopez will hire a caterer and plan the October membership party.
- ✓ Darla requests names/addresses for invitations of alumni, contacts and corporate donors no later than 9/26 for the 10/18 membership party.
- ✓ Cara needs to find out what business partners would be willing donate in lieu of the corporate level membership and expectations from Foundation for the donation for the next meeting.
- ✓ Don requests a list of the parent volunteers from Stacy Brennan's files and a list of the Foundation members from Cara to staff the home and visitor snack bars for home football games ASAP.
- ✓ Ginger and Bo should develop a list of auction sites and rank them by availability, cost, size, parking, etc. for the next meeting.
- ✓ Lori will create a flyer/order form for the Legacy Wall kickoff at the membership party.
- ✓ Board members should review the information on Proposition 'S' on the Serra website and consider grant money for an architect's plan for the next meeting.

NEXT MEETING: Wednesday, October 1, 2008, at 6:30 p.m., Serra High School Media Center.

Respectfully submitted,
Janet R. Green
Foundation Secretary